Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-20.   (Canceled).

21. (New) A print control device employed for printing a character string including characters and/or symbols on a plurality of labels arranged on a long tape-like print medium along the length of the print medium, comprising:

a character string memory which stores a character string to be printed;

a separating point detecting unit that detects one or more separating points in the character string stored in the character string memory based on a separation condition as a particular character string arrangement condition; and

a character string separating unit that lets character strings, obtained by separating the character string stored in the character string memory at the separating points detected by the separating point detecting unit, be separately printed on different labels on the print medium.

22. (New) The print control device according to claim 21, further comprising:

a separation condition memory that stores a particular character string or a particular character string attribute as the separation condition; and

an alteration unit which alters memory contents of the separation condition memory.

23. (New) The print control device according to claim 21, further comprising:

a separation condition memory that stores at least one selected from an editing code, a single character, a particular character string and a particular character string attribute as the separation condition; and

an alteration unit which alters memory contents of the separation condition memory.

24. (New) The print control device according to claim 21, wherein the character string separating unit is capable of changing positions of the character strings, obtained by the separation at the separating points detected based on the separation condition, on the print medium.

25. (New) The print control device according to claim 21, wherein the separation condition in the character string indicates the separating points in the character string and a characters and/or symbol represented by the separation condition itself is printed on the labels.

26. (New) The print control device according to claim 21, wherein the separation condition in the character string is used exclusively for indicating the separating points in the character string and no character or symbol represented by the separation condition itself is printed on the labels.

27. (New) A computer program product for printing a character string including characters and/or symbols on a plurality of labels arranged on a long tape-like print medium along the length of the print medium, the computer program product comprising computer-readable instructions that cause a computer to function as:

a character string memory that stores a character string to be printed;

a separating point detecting unit that detects one or more separating points in the character string stored in the character string memory based on a separation condition as a particular character string arrangement condition; and

a character string separating unit that lets character strings, obtained by separating the character string stored in the character string memory at the separating points detected by the separating point detecting unit, be separately printed on different labels on the print medium.

28. (New) The computer program product according to claim 27, further comprising computer-readable instructions that cause the computer to function as:

a separation condition memory that stores a particular character string or a particular character string attribute as the separation condition; and

an alteration unit which alters memory contents of the separation condition memory.

29. (New) The computer program product according to claim 27, further comprising computer-readable instructions that cause the computer to function as:

a separation condition memory that stores at least one selected from an editing code, a single character, a particular character string and a particular character string attribute as the separation condition; and

an alteration unit which alters memory contents of the separation condition memory.

30. (New) The computer program product according to claim 27, wherein the character string separating unit is capable of changing positions of the character strings, obtained by the separation at the separating points detected based on the separation condition, on the print medium.

31. (New) The computer program product according to claim 27, wherein the separation condition in the character string indicates the separating points in the character string and a character and/or symbol represented by the separation condition itself is printed on the labels.

32. (New) The computer program product according to claim 27, wherein the separation condition in the character string is used exclusively for indicating the separating points in the character string and no character or symbol represented by the separation condition itself is printed on the labels.

33. (New) A print control method employed for printing a character string including characters and/or symbols on a plurality of labels arranged on a long tape-like print medium along the length of the print medium, comprising the steps of:

storing a character string to be printed;

detecting a particular separation condition in the stored character string;

separating the character string based on the detected separation condition; and

separately printing character strings obtained by the separation on different labels on the print medium.

34. (New) The print control method according to claim 33, further comprising the step of storing a particular character string or a particular character string attribute as the separation condition.

35. (New) The print control method according to claim 34, further comprising the step of altering the stored separation condition.

36. (New) The print control method according to claim 33, further comprising the step of storing at least one selected from an editing code, a single character, a particular character string and a particular character string attribute as the separation condition.

37. (New) The print control method according to claim 36, further comprising the step of altering the stored separation condition.

38. (New) The print control method according to claim 33, further comprising the step of changing positions of the character strings, obtained by the separation at one or more separating points detected based on the separation condition, on the print medium.

39. (New) The print control method according to claim 33, wherein the separation condition in the character string indicates one or more separating points in the character string and a characters and/or symbol represented by the separation condition itself is printed on the labels.

40. (New) The print control method according to claim 33, wherein the separation condition in the character string is used exclusively for indicating one or more separating points in the character string and no character or symbol represented by the separation condition itself is printed on the labels.